

## Are you using Facebook as a job search tool?

**Local Office:** Winchester

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If you are not using Facebook as a job search tool, you could be overlooking a prime networking opportunity. With 85% of job openings filled through networking of one kind or another, what better place to connect with friends, family and colleagues.

Pro's of using Facebook as a job search tool are by informing people you know that you are looking for a specific type of job opening. This can considerably increase the number of eyes and ears out in the real world helping you discover more job opportunities. It is important for you to post specific information about the type of job you are looking for (job types, company name, vicinity to travel, FT/PT). People are much more likely to have their radars tuned in if they know what kind of position you are looking for. It is not enough to post your "job search SOS" just once. Remember, people need to hear/see/read things multiple times in order for things to sink in! This means it is probably a good idea to send out reminder posts on Facebook every couple of weeks. Another type of post you should consider is stating what kinds of skills and experience you have.

Facebook is also popular with recruiters and employers so this means you have to "put yourself out there" in order to be found! Facebook can also be a great research tool. Search for people using keywords; for instance, if you are looking for jobs related to "animation" you can simply search for that term and connect with people in that particular field. You can search for people who are animators, join groups and pages or simply find links that have the term "animation" in them. This allows you to connect with like-minded people and build a relationship with them that can help you find a job later. Also if you are searching for links, you might find a job where someone is looking for an animator.

Con's of using Facebook include every inappropriate, negative or potentially damaging post and photo is fair game! I tell people to ask themselves, "Is this something I would want Grandma to know?" BEFORE you post it. If the answer is yes...do something to clean up your act! Hopefully, you do not have anything on Facebook that could cost you a job opportunity. Trust me; employers and recruiters are looking you up on Facebook before they are calling you for an interview. Make sure that what they find is going to be positive!

Additional tips about Facebook: You may want to check out "Facebook Pages" and "Facebook Groups." These features allow you to join a group and network with people with similar interests. There is also an application called "Easy CV" that allows you to add a short summary of your resume on your Facebook Profile and a dedicated page for the complete CV. People can then download your resume directly from your Facebook profile.

I hope you have found these Facebook tips helpful and will consider adding Facebook to your job search toolbox!

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